

Whatcom County
Quit Line Data Summary
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 114	N = 2,932
Percent of Statewide Calls	4.5%	100.0%
Percent of State Population in County¹	2.8%	100.0%
	County %	State %
Gender	N = 109	N = 2,604
Female	62.4%	62.4%
Male	37.6%	37.6%
Race/Ethnicity	N = 100	N = 2,203
People of Color	0.0%	12.2%
White	100.0%	87.8%
Age	N = 105	N = 2,425
Less than 18 years old	0.0%	1.8%
18 - 24 years old	13.3%	14.6%
25 - 34 years old	19.0%	22.7%
35 - 44 years old	28.6%	27.4%
45 years and older	39.0%	33.5%
Education	N = 104	N = 2,312
Did not graduate high school	20.2%	20.6%
High school graduate	34.6%	35.9%
Some college/vocational school	33.7%	33.6%
College graduate	11.5%	9.9%
Caller Type	N = 113	N = 2,700
General Information	0.9%	9.5%
Health care provider	7.1%	4.9%
Tobacco user	92.0%	85.6%
Payer Type	N = 90	N = 1,873
Insured	35.6%	31.1%
Uninsured	20.0%	30.3%
Medicaid	44.4%	38.6%
Heard About	N = 99	N = 2,176
Past caller	15.2%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	51.5%	31.3%
Television	3.0%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	0.0%	1.5%
Newspaper/Magazine	1.0%	0.4%
Brochure/Newsletter	6.1%	6.1%
Family or friend	19.2%	23.9%
Health Department	3.0%	6.3%
School	0.0%	1.3%